

Brent Pruner

Creative Director | Product & Experience Designer

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Summary

Creative partner with deep experience designing intuitive digital experiences and scalable systems across enterprise, consumer, and product teams. Recognized for delivering tailored solutions grounded in user insight, brand voice, and business context. Brings a collaborative, hands-on mindset to every project, navigating complexity with clarity and contributing across strategy, design, and execution.

Skills

User Research, Journey Mapping, Flows, Wireframing, Prototyping & Testing, UX & UI Design, Enterprise UX, Design Systems, Accessibility (WCAG), Visual Design, Brand Identity, Figma, Adobe CC, JIRA, experienced in working across modern frameworks, component libraries and CMS platforms, cross-functional collaboration with product and development teams, AI-assisted ideation and workflow optimization.

Leadership & Product Experience

VP, Creative Director (Digitas); Experience Director (Makeable); Creative Director (Modem Media); Experience Designer (Shavrick & Partners, Primacy, Hero Digital, Wonder Factory)

Healthcare & Life Sciences

- Emory Healthcare: UX Lead / Web (redesign)
- Middlesex Health: UX Lead / Web (redesign)
- University of Kansas Cancer Center: UX Lead / Web (redesign)
- University of Kansas Health System: UX Lead / Web (redesign)
- Yale New Haven Health: UX Lead / Web (tools optimization)
- ASHP (American Society of Health-System Pharmacists): UX Lead / Web (redesign)
- Humana: UX / Web (account tools)

Tech & Media

- Albemarle: UX Lead / Web (redesign, design system)
- Dolby: UX Lead / Web (portal, account tools)
- Sony: Creative / Web
- Weather Channel: UX Lead / App (experience enhancements)
- Microsoft: Creative / Web (launch, promotion)
- AKC (American Kennel Club): UX Lead / Web (redesign, design system)
- Chalkless: UX / Web (design system)
- Schellman: UX / Web (experience enhancements)

Travel & Transportation

- Tauck Travel: UX & Creative Lead / Web (account tools, design system), Sales
- Delta Air Lines: Creative Lead / CRM, Web (booking, design system)
- General Motors Owner Center: UX & Creative / Web (account tools)
- General Motors BuyPower: UX & Creative / Web (configurator)
- Cadillac: UX & Creative / Web (redesign)
- Priceline: UX Lead / Social

Financial Services & Insurance

- Mutual of Omaha: UX Lead / Web (account tools, Medicare tool)
- The Hartford: UX & Creative Lead / Web (account tools), Display
- PRA: UX & Creative Lead / Web (account tools, design system)
- Meemic Insurance: UX & Creative Lead / Web, App (account tools)
- Cognizant: UX Lead / Web (account tools)
- Merrill Lynch: UX & Creative / Web (experience enhancements)
- Newtown Savings Bank: UX Lead, Strategy / Display
- Brillio: UX Lead / Web (experience enhancements)

Consumer Packaged Goods

- Coca-Cola: UX / Web (redesign)
- Kraft: Creative, UX / Web (redesign)
- Guinness: Creative & UX / Web (launch), In-store, on-premise activation
- Nabisco: Creative / Web (launch), In-store, on-premise activation
- Huggies: UX Lead / Web (experience enhancements)
- Labatt: Creative / Web (launch), In-store, on-premise activation
- Crayola: Creative / In-store, on-premise activation
- Carvel: Creative / In-store, on-premise activation
- A&W Brands: Creative / In-store, on-premise activation
- Polaroid: Creative / In-store, on-premise activation